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Food & Lifestyle

Distribution partnership widens reach of WiseChoice Foods signature pizza line across the West

A new partnership between WiseChoice Foods LLC and [KeHE Distributors LLC](#) will open access for the Albuquerque frozen pizza manufacturer to 261 new Albertsons and Safeway locations across the western U.S., the company announced this week. The partnership will also introduce WiseChoice Foods's signature WisePies Pizza to consumers in Oregon and North Dakota, said Season Elliott, company president.

The additional markets means WiseChoice's Hatch Green Chile Four Cheese Pizza and other varieties will be available in nearly 850 retail locations across 12 states: New Mexico, California, Nevada, Arizona, Colorado, Texas, Utah, Wyoming, Idaho, Montana, Oregon and North Dakota.



The Hatch Green Chile Four Cheese Pizza on traditional crust is one of WiseChoice Foods' WisePies signature frozen pizzas

COURTESY OF WISECHOICE FOODS

“To showcase our New Mexican company in so many cities, states and grocery stores in less than a year during a pandemic is just phenomenal. We continue to be grateful for all of our growth due to our incredible team and supportive supply chain partners,” Elliott said in a news release.

For the past year, WiseChoice has used a direct delivery model, which means it is responsible for getting its product to the retailer's distributor or distribution center. Elliott said the model has meant WiseChoice has increased logistics, freight and delivery efforts.

Locally, Shamrock Foods has helped WiseChoice distribute to restaurants and educational customers for the past three years, Elliott said.

WiseChoice, a certified minority-owned and female-led company, was founded in 2017 and is owned by Steven B. Chavez.

KeHE Distributors boasts a distribution network with more than 30,000 natural food stores, chain and independent grocery stores, e-commerce retailers, and other specialty product retailers throughout North America.